



## MARS – MEDIA AGAINST RACISM IN SPORT

**Media, Diversity & Racism in Sport**

### NATIONAL MEDIA ENCOUNTER

***Ethics & Editorial Management***

**DRAFT REPORT**

**19 - 20 October 2012**

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### MARS - Media Against Racism in Sport

Funded  
by the European Union  
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## **SUMMARY**

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The activity took place in the centre of **Madrid (Spain)**, at the **Centro de Abogados de Atocha**, an institution linked to CCOO unions' confederation open for cultural purposes, trade union thinking, human rights debates and cultural activities. "Abogados de Atocha" (Lawyers of Atocha) remind the killing of several labour lawyers by a fascist paramilitary group in 1977, when Spaniards were demonstrating everyday demanding the end of pro-Franco dictatorship once Franco himself had died.

## **ACTIVITY**

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Discussion of different topics related to Racism and Intolerance in Sport and Sport Media; Media against Racism in Sport; Journalistic Ethics; Education of journalists; Role and Activities of the unions of journalists in Spain in strengthening of Journalistic Ethics in Sport Media, etc.

*Main content* - Exchange of practices by sport journalists and building of recommendations for a greater inclusion of diversity and non discrimination principles in sport media coverage, more globally in any kind of media coverage

## **RESULTS**

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Participants were 30 in total, 26 Spanish nationals. More than half were working journalists, trade unionists, the director of the main Spanish sport daily (MARCA), some professors and experts in communication, specially related to social minorities, and few sport people (one of them with 9 –nine- Olympic medals and 23 world medals). Ten out of the total 30 participants were women.

The debates pointed mainly towards the relation between the impact of industrial crisis in journalism and ethics of working journalists.

A commission was created to write a draft summing up the conclusions. Two days after the meeting, a final document has been agreed.

This text has been largely spread in many webs and digital publications such as quoted down below.

In these conclusions, it is said that respect for social diversity improve in general and also in sport newsrooms of Spain. But it was also considered that a permanent work is needed to train journalists and to improve their labour conditions. It was accepted that deterioration of working situation of journalists has a clear impact on balanced information. We have been making progress, especially in gender representation, but there are still outstanding achievements to get a balanced and diverse representation of the different groups that make up the European population today.

In the newsrooms of the media, the current crisis aggravated old problems such as the need for time to continue working practices; sees through its multimedia journalist is actually multitasking, no time to collate the sources, newsrooms are understaffed poorly paid and all obstacles to achieving the goals we set it is to get a balanced representation

of all persons who are present societies. New circumstances must we moved back, but forward.

Some measures were proposed in very precise points:

- More integration of sport sections in the general news room to follow all the same ethical standards. We support the existence of books and his writing style where no. We support the existence of workshops training dedicating business hours. Trade unions and professional organizations should demand and to follow this issue. Journalism schools and universities should focus more on diversity and equality.
- Engagement required of media and news companies with diversity and equality. Ombudswomen/men required in all cases for improve respect for rights of minorities. They should pay more attention to the CV of executives and responsible managers related to equality and diversity. To pay specific attention to messages broadcasted from the public without any filter and that can damage social respect for minorities.
- Proposal for a European observatory under the umbrella of European institutions to monitor equality under all possible angles. Proposal also for a European net of professionals engaged with equality and diversity. To write a common guide or handbook for good practices.
- Participants asked the Spanish government to finally create Broadcasting State Council, scheduled by law but not yet implemented.
- Reinforcement of women at boards of all sport federations and also at the sport newsrooms.
- Accountability of media for spreading sometimes discrimination through Emails, SMS and other so called "spontaneous" messages which can be racist, male chauvinist, etcetera.
- With the aim of contributing to the exercise of ethical journalism and open to social diversity, we propose the creation of an active and inclusive Practice Committee, as a unit supported by all existing professional organizations (schools, associations, unions and associations of journalists). We call on businesses to join and commit to this initiative.

Follows some links quoting the MARS meeting and the conclusions:

[http://www.ccoo.es/cscoco/menu.do?Informacion:Notas\\_de\\_prensa:417272](http://www.ccoo.es/cscoco/menu.do?Informacion:Notas_de_prensa:417272)

<http://www.periodistasfape.es/la-comision-de-quejas-y-deontologia-de-la-fape-contribuye-al-ejercicio-de-un-periodismo-aberto-a-818801141406.htm>

<http://www.fsc.ccoo.es/webfscmedios/menu.do?Actualidad:Internacional:Actualidad:414978>

<http://www.euroxpress.es/index.php/noticias/2012/10/22/discriminacion-en-la-informacion-deportiva-europea/>

[http://www.lmi.ub.edu/lmi/lmi\\_noticias.php](http://www.lmi.ub.edu/lmi/lmi_noticias.php)

<http://www.fsc.ccoo.es/webfscmedios/menu.do?Actualidad:Sindical:Actualidad:391251>

[http://www.periodistas-es.org/index.php?option=com\\_content&view=article&id=20029:&catid=68:comunicacion](http://www.periodistas-es.org/index.php?option=com_content&view=article&id=20029:&catid=68:comunicacion)

<http://www.noodls.com/view/BF79F66F9DDB98E51B8BDDD7A9638478EB6C1963>



## **APPENDICES**

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## **MARS – MEDIOS DE COMUNICACIÓN CONTRA EL RACISMO EN EL DEPORTE**

Medios de comunicación, diversidad y racismo en el deporte  
ENCUENTRO DE LOS MEDIOS DE COMUNICACIÓN  
NACIONALES

### ***Ética y gestión editorial en España***

Madrid, 19-20 de octubre, 2012

#### **Resumen**

Hemos venido avanzando, especialmente en la representación de género, pero todavía quedan logros pendientes para conseguir una representación equilibrada y diversa de los diferentes grupos que constituyen hoy la población europea. En las redacciones de los medios, la crisis actual agrava viejos problemas como la necesidad de tiempo para seguir prácticas profesionales correctas; se ha impuesto el periodista multimedia que es en realidad el periodista multitarea, no hay tiempo para cotejar las fuentes, las redacciones están infradotadas y mal remuneradas obstáculos todos ellos para avanzar en el objetivo que nos proponemos que es conseguir una representación equilibrada de todas las personas que constituyen las sociedades actuales. Las nuevas circunstancias no nos deben hacer retroceder, sino avanzar.

#### **PRIMER CAPÍTULO: SENSIBILIZACIÓN DE LA PROFESIÓN PERIODÍSTICA**

1. Hacemos una primera propuesta, la redacción de deportes debe integrarse en la redacción general sujeta a las mismas exigencias éticas y profesionales.
2. Apoyamos la existencia de los libros de estilo y su redacción en donde no haya.
3. Apoyamos la existencia de talleres de formación dedicándole horas laborables de formación. Los sindicatos y organizaciones profesionales deben exigir y seguir este asunto.
4. Es fundamental que las facultades de Ciencias de la Comunicación consideren la igualdad de género y la diversidad como temas transversales.

#### **VINCULACIÓN DE LAS EMPRESAS**

1. Apoyamos la existencia de la defensoría de la audiencia.
2. Que el Consejo de Europa promueva un protocolo de mínimos relativos a la diversidad que vincule a las empresas.

#### **VIGILANCIA**

1. Promover un Observatorio a instituciones de ámbito europeo con el objetivo de promover la igualdad de género y la diversidad en los medios de comunicación
2. En esta línea se sugiere crear una red, espacio interactivo, con compromiso voluntario de profesionales que vigile el objetivo del punto anterior.
3. Redacción de una Guía de Buenas prácticas.
4. Necesidad de un Consejo Estatal de Medios Audiovisuales.
5. Que se atienda a la pluralidad de la población: ponentes, público, contenidos, etc. Creación de una red de profesionales que pueda asegurar esta diversidad.
6. La profesión periodística considera que la información mejoraría si se reforzara la presencia de la mujer en los órganos decisarios de las federaciones, empresas privadas, etc.

7. Llamamos a que las empresas periodísticas asuman su responsabilidad en la moderación de los contenidos y comentarios en línea de la audiencia.
8. Con el objetivo de contribuir al ejercicio de un periodismo ético y abierto a la diversidad social, proponemos la creación de una Comisión Deontológica activa e integradora, apoyada de forma unitaria por todas las organizaciones profesionales existentes (colegios, asociaciones, sindicatos y agrupaciones de periodistas). Llamamos a las empresas a sumarse y a comprometerse con esta iniciativa.

Madrid, 20 de octubre de 2012

## **DEONTOLOGICAL CODE FOR THE JOURNALISTIC PROFESSION**

### **PREAMBLE**

In the framework of the civil rights, enshrined in the Constitution and which form the basis of a wholly democratic society, journalism is an important social tool which puts into effect the free and efficient development of the fundamental rights of all citizens to freedom of information and the freedom to express one's opinions.

As subjects and as instruments of the freedom of expression, journalists acknowledge and guarantee that journalism is the basis from which public opinion manifests itself freely in the pluralism of a democratic state governed by the rule of law.

However, journalists also take into consideration that when their profession uses their constitutional rights for the freedom of the expression and the right to information, their conduct is subject to limitations, which prevent the violation of other fundamental rights.

Therefore, when taking on these obligations, and as a true guarantee which a journalist offers to Spanish society, which he/she serves, journalists understand that they must maintain, collectively or individually, irreproachable conduct when it comes to the ethics and deontology of information.

In this sense, the journalists who form part of the Federation of the Press Associations of Spain (Federacion de Asociaciones de la Prensa de Espana - FAPE) commit themselves to maintain the binding ethic principles when exercising their profession. The general assembly of the FAPE declares the following principles and binding norms for the journalistic profession:

### **I. GENERAL PRINCIPLES**

**1.** A journalist shall always act keeping in mind the principles of professionalism and the ethics of this Code. A journalist must express his/her approval of these principles to be able to join the professional register of journalists and the federal associations of the press. Those, who after joining the register and the corresponding association act in a way which is not compatible with these principles, shall incur to assumptions contemplated in these regulations.

**2.** The first obligation of a journalist is to respect the truth.

**3.** In agreement with this principle a journalist shall always defend the principle of the freedom to investigate and honestly disseminate information as well as the freedom to comment and to criticise.

**4.** Without violating the right of the citizens to be informed, the journalist shall respect the right of individuals to privacy keeping in mind that:

- a) Only the defence of public interest justifies interfering with or investigating the private life of a person without his/her prior consent.
- b) When dealing with issues which may cause or imply pain or sorrow in the persons in question, a journalist shall avoid rude interference and unnecessary speculations about their feelings and circumstances.
- c) The restrictions concerning privacy must be taken into special consideration when dealing with persons in hospitals or in similar institutions.
- d) Special attention shall be paid to the treatment of issues which concern children and youth. The right of privacy of minors shall be respected.

**5.** A journalist must maintain the principle that a person is presumed innocent until proven otherwise and he/she must avoid, as much as possible, causing any harm in practising his profession. This kind of criterion is especially important when dealing with issues which are brought to the knowledge of the courts of law.

a) A journalist must avoid mentioning the names of relatives and friends of persons accused of or sentenced for a crime, unless it is absolutely necessary in order to make the information complete and equal.

b) Mentioning the names of the victims of crimes, as well as publishing material which may contribute to the identification of the victim, shall be avoided. The journalist shall act with special care when handling issues which deal with sexual crime.

**6.** The criteria indicated in the two former principles shall be applied with extreme strictness when the information concerns minors. Particularly, a journalist must refrain from interviewing, photographing or taping minors on themes related to criminal activities or on private matters.

**7.** A journalist shall exercise extreme professional caution in respecting the rights of the weak and discriminated. Therefore, discriminating information or opinions or such information or opinions which incite to violence or to inhuman or humiliating practices, must be handled with special sensitivity.

a) One must, therefore, avoid alluding in a pejorative manner or with prejudice to the race, colour, religion, social class or sex of a person, or to whatever sickness, physical or mental handicap he/she might have.

b) One must also avoid publishing such data, unless it is directly related to the issue being published.

c) Finally, one must generally avoid unkind or hurtful expressions or statements on the personal condition of individuals or on their physical or moral integrity.

## ***II. STATUTE***

**8.** To guarantee the necessary independence and fairness in carrying out his/her profession, the journalist must claim for himself and for the people working for him/her:

a) The right to appropriate working conditions, as it refers to earnings, as well as to the material and professional circumstances in which he/ she must carry out his/her tasks.

b) The obligation and right to oppose any evident intention to monopolize or oligopolize information which might hinder political and social pluralism.

c) The obligation and right to participate in matters of the journalistic enterprise in order to guarantee his/her freedom of information in a way which is compatible with the rights of the media in which he/she is expressing this freedom.

d) The right to invoke the clause of conscience, when the media on which he/she depends on proposes a moral attitude which offends his/her professional dignity or which substantially modifies the editorial policy.

e) The right and obligation to professional training which is up-to-date and complete.

**9.** A journalist has the right to be protected by his or her own institution as well as by the associative or institutional organizations against those who, by any kind of pressure, try to divert him/her from the standard way of conduct defined in this Code.

**10.** The right to keep professional secrecy is a right of a journalist, but it is also an obligation which guarantees the confidentiality of the sources of information. Therefore, a journalist shall guarantee the right of the sources of information to remain anonymous, if such has been requested. However, this professional obligation shall exceptionally not be applied if it has been proved that the source

has deliberately falsified information or if revealing the source is the only way to avoid serious and instant damage to people.

**11.** A journalist scrupulously sees that the public administration fulfils its duty for the transparency of information. In particular, he/she shall always defend the free access to information which comes from or is produced by public administration, and the free access to public archives and administrative registers.

**12.** A journalist shall respect and shall make others respect the rights of the author which derive from all creative activity.

### **III. PRINCIPLES OF ACTION**

**13.** The commitment to seek the truth means that a journalist always informs about facts whose origins he/she knows, he/she does not falsify documents nor does he/she leave out essential information, he/she does not publish information which is false, misleading or distorted. Consequently:

- a) The foundations of the information to be disseminated must be diligently laid, which means that a journalist must contrast the sources and he/she must give a person affected an opportunity to tell his/her own version of the facts.
- b) When known to have spread information which is false, misleading or distorted, a journalist shall be obliged to correct the error as quickly as possible using the same typographic and/or audiovisual form which was used to publish it. He/she shall also publicise apologies through his/her media, when proper.
- c) Consequently, a journalist must allow physical or legal persons an opportunity to correct inaccuracies in the way indicated in the former paragraph, without them having to have recourse to the law.

**14.** In practising his/her profession, a journalist must use appropriate means to obtain information, which excludes illegal procedures.

**15.** A journalist acknowledges and respects the right of physical and legal persons not to give out information and not to answer the questions which are asked without violating the right of the citizens to be informed.

**16.** With the same exceptions which apply to the professional secrecy, a journalist shall respect the "off the record" when it has been explicitly called for or it is thought that such was the intention of the informant.

**17.** A journalist shall always draw a clear and unmistakable distinction between the facts which he/she tells and what may be opinions, interpretations or surmises, although, in his/her professional activities he/she is not obliged to be neutral.

**18.** In order not to cause mistakes or confusion among the users of information, a journalist is obliged to maintain a formal and rigorous distinction between information and advertising. Therefore, it is considered ethically incompatible to simultaneously practice journalism and advertising. Equally, this incompatibility applies to all activities related to social communication which may imply a conflict of interests with the journalistic profession and its principles and norms.

**19.** A journalist shall not accept, directly or indirectly, payments or rewards from other persons to promote, direct, affect or to publish information or opinions of any kind.

**20.** A journalist shall never take advantage of the information to which he/she is privileged as a consequence of his/her profession. In particular, a journalist who regularly or occasionally deals with financial issues is subject to the following regulations:

- a) He/she may not take financial advantage of financial data of which he/she has knowledge before it has been published, nor can he/she transmit such data to other persons.
- b) He/she may not write of such bonds or shares in which he/she or his/her family has a significant financial interest.
- c) He/she may not buy or sell such bonds or shares of which he/she intends to write in the near future.

## **DECLARATION OF PRINCIPLES OF THE JOURNALISTIC PROFESSION IN CATALONIA**

### **CRITERIA**

1. To always observe a clear distinction between the facts and opinions or interpretations, avoiding all confusion or distortion deliberated between both things, as well as the spreading of conjectures and rumors, as if it were about facts.
2. To only spread information based on reason, avoiding in all cases affirmations or imprecise data without a sufficient basis that can injure or scorn people's dignity and provoke unjustified harm or discredit to public and private institutions and entities, as well as the utilization of slanderous words and expressions.
3. To correct with diligence and with adequate treatment to the circumstance, the information—and the opinions that arise—that have been inaccurately demonstrated and that, by such motive, end up harmful to the legitimate rights and interests of the affected people and/or organizations, without eluding, if it were necessary, the apology, with independence of that which the laws stipulate respect.
4. To utilize honorable methods for obtaining information or images, without resorting to illicit, or unlawful, procedures.
5. To respect "off the record" when this has been invoked specifically, in accordance with the usual practice of this rule in a free society.
6. To recognize to the individual people and/or companies their right to neither provide information nor answer questions, without harm of the journalists' duty to carry out the publics' right to know. For respect to matters connected with public administrations, the publics' right to know always has to prevail over whatever restriction that unjustifiably violated or infringed the principal of the transparency of information to which they are obliged.
7. To never accept third-party retributions or incentives for promoting, positioning or influence, or by having published information or opinions. In all cases, the exercise of journalistic activity is not combined with other professional activities incompatible with the professional ethics of the information, like the publicity, the public relations, and the image consultancies, either in the scope of the public institutions or organizations or of private entities.
8. To never utilize to his/her own advantage privileged information gotten in a confidential way as journalists in exercise of their informative function.
9. To respect the right of the people to their own private life and image, especially in cases or events that generate situations of affliction, grief, or pain, avoiding the unwarranted interference in and unnecessary speculations over their feelings and circumstances, especially when the affected people specify it.
10. To observe thoroughly the principle of presumption of innocence in the information and opinions relative to current criminal causes or proceedings.
11. To treat with special care all information that affects minors, avoiding disclosing their identity.
12. To act with special responsibility and severity in the case of information or opinions with

contents that can arouse discriminations for reasons relating to sex, race, belief or social and cultural background, as well as incite the use of violence, avoiding humiliating expressions or statements for the individuals personal condition and his physical or moral integrity.

ANNEX 1: Regarding Manipulation of Images In photojournalism manipulations that involve distorting the original recorded visual information from the camera in order to enhance one's supporting evidence are not permitted. In other words, adding, eliminating, moving, or modifying whatever piece of information or element of the original image is not permitted. (The inclusion of this annex was proposed by the 4th Congress of the Journalists of Catalonia).

ANNEX 2: Recommendation Regarding Photo illustration Related recommendation if priority is given to the regulation of this activity, with the objective of being able to be cited in the Code of Ethics. (This recommendation was made by the 4th Congress of the Journalists of Catalonia).

ANNEX 3: Recommendation About the Internet That the acceptance of web documents authored and diffused on the internet by journalists is determined, on behalf of the media, using the judgment of the CIC. That a debate be initiated to see if a consensus can be obtained regarding various problems that arise in the phrasing of the Internet Code, among them those aspects related to publicity, links, hypertexts, Internet shopping, the manipulation of images, copyrights and privacy (when impartiality is at stake), the accuracy, and the credibility of the news throughout the Internet.

ANNEX 4: Recommendation About Criterion 7 of the Code of Ethics The exercise of the journalistic profession is, by principle, ethically incompatible with the simultaneous development of activities or services paid in the scope of publicity or commercial propaganda and in any of its demonstrations and backings. This principle is extendible to the provision of image services, consultancies, and public or private companies and agencies, except in cases examining the appropriate journalistic function when there is neither no profit being sought nor an exchange of a salary payment.

# Media, Diversity & Sport - Key Figures!

In Europe, only a quarter of news subjects are women, even though they account for over half of the European population (GMMP, 2010)! While immigrants represent around 10% of the EU population (*Eurostat, 2011*) migrants and ethnic minorities represent less than 5% of the main actors in the news in Europe (*Ter Wal, 2004*). Lesbian, Gay, Bisexual and Transgender (LGBT) people represent roughly 6% of the population of the United Kingdom but account for less than 1% of the population seen on TV. 20% of the British population is disabled but less than 1% is represented in British TV (*CDN 2009-10 Progress Report*).

Through the sources they use, the subjects they select and the treatment they choose, the media influence the agenda (what to think about) and public perception (how to think) of contemporary debates. This is why the Council of Europe considers truly inclusive information - where everyone can participate as witnesses, players, producers etc. - to be crucial for social cohesion and democratic participation. But today, too many people are still excluded from public debates!

The MARS - Media Against Racism in Sport - EU / CoE joint programme chooses to focus, though not exclusively, on sport because it is considered as an important area for building social cohesion as it is also a major sector of investment in the media industry. However, sport media coverage does not reflect social and cultural diversity and does not ensure equity for all. Only 5% of press articles cover cultural and social aspects of sport; 40% of all sport articles refer to only one source and 20 % refer to no sources at all; female athletes have four times more chances to be covered by a female journalist rather than a male one but less than 5% of sport news and stories are made by female journalists (*Play the Game, 2005*)!

Building upon standards set by various Council of Europe bodies on media pluralism, expression of diversity and non discrimination and the outcome of the 2008-10 CoE's antidiscrimination Campaign, the MARS – Media Against Racism in Sport – EU / CoE joint programme aims at considering non discrimination and expression of diversity as an ongoing angle of media coverage.

Through this approach applied to sport coverage, MARS wants to encourage innovative modes of media content production that could be reproduced in all media sectors and used by any form of media coverage. By stimulating media cross-practices in the field of training, ethics and production, MARS aims at implementing an inclusive and intercultural approach to media content production. To achieve these outcomes, the MARS programme offers media professionals (journalism students and trainers, journalists, media managers, etc.) to participate in **National and European Media Encounters** and **Media Work Exchanges** conceived as first steps towards a European media network against racism and for intercultural dialogue.

More – [www.coe.int/mars](http://www.coe.int/mars) !